

FSC-167-B	11/14/97
<b>SUBJECT:</b> WINSTON Box New Distribution Prebooking Allowance	
<b>DISTRIBUTION:</b>	
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE
<input checked="" type="checkbox"/> ROM	
	<input checked="" type="checkbox"/> DM
	<input checked="" type="checkbox"/> RM
	<input type="checkbox"/> Sales Rep
	<input type="checkbox"/> Retail Rep

10. Dm's  
 Krm's  
 Am's  
 Lets communicate and  
 use this tool to  
 help achieve our  
 needs!  
 Thanks,  
 B

**Objective:** Communicate WINSTON Box Distribution Program.

**Purpose:** Accelerate distribution levels on WINSTON Box styles to meet/exceed distribution objectives and secure display exposure prior to Philip Morris introducing Marlboro Ultras in January.

**Program Details**

- \$1.00 per carton prebooking allowance on the following WINSTON Box styles effective 11/17/97 through 12/19/97:
  - Full Flavor Box 83s
  - Light Box 83s
  - Light Box 100s
  - Ultra Light Box 83s
  - Ultra Light Box 100s
- Maximum of \$10.00 (10 cartons) per store on new distribution only.
- Ensure retail and wholesale order numbers are available for product reorder.
- Merchandising home must be established (PCD or temporary display).
- Highly recommend placing temporary displays and POS.

<b>Description</b>	<b>Item #</b>	<b>SKU Pack</b>
- Ultra Light Starburst (Available 12/1/97)	538943	1 Per
- Small PPD Card	526172	1 Per
- Temporary Pack Counter Display	524741	1 Per
- Temporary 20-Pack Shipper Display	524012	1 Per
- Temporary 40-Pack Shipper Display	524723	1 Per
- WINSTON Full Flavor/Light Box 20-Pack Display (available 12/8/97)	537950	5 Per
- WINSTON Ultra Light Box 20-Pack Display (available 12/8/97)	537953	5 Per

**Placement Reporting**

**WIN BOX PREBOOK**

It is recommended that this program be worked during normal coverage.

Program Contacts: Floyd Cook, extension #3466  
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

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